IN THE CLAIMS

1. (Original) A method of providing alternative information for a video program, the method comprising the steps of:

receiving a video signal including at least one rating code representing a program classification for a segment of the video signal and at least one alt-location code;

comparing the rating code with a predetermined program code;

determining whether an alternative segment is available based upon the alt-location code; and

substituting the alternative segment for the segment of the video program in dependence on a result of the comparison and a result of the determination.

2. (Currently amended) The method according to ~~Claim~~ claim 1, wherein the video signal is a television program.

3. (Currently amended) The method according to ~~Claim~~ claim 2, wherein the alt-location code also identifies a source for obtaining the alternative segment.

4. (Currently amended) The method according to ~~Claim~~ claim 2, wherein the rating code and the alt-location code are received periodically and vary according to content contained within various segments of the video program.

5. (Currently amended) The method according to ~~Claim~~ claim 1, further comprising the step of entering and storing the predetermined program code.

6. (Currently amended) The method according to ~~Claim~~ claim 1, further comprising the

step of extracting the rating code and the ~~position~~ alt-location code from the video signal using a data capture module.

7. (Currently amended) The method according to ~~Claim~~ claim 1, further comprising the step of comparing a predetermined alternative segment rating code associated with the alternative segment to the predetermined program code, wherein ~~and~~ the substitution is performed in dependence on results from both comparison steps.

8. (Currently amended) A system for controlling display of a video signal, the system comprising:

a data capture module arranged to extract a rating code for a segment of the video signal and ~~a~~ an alt-segment code from the video signal;

a ~~comparitor~~ comparator that receives the rating code and compares the rating code to a predetermined program code;

a substitution circuit arranged to substitute an alternative segment for the segment of the video signal in dependence on a comparison result from the ~~comparitor~~ comparator and the alt-segment code.

9. (Currently amended) The system according to ~~Claim~~ claim 8, wherein the data capture module forms part of a closed captioning system.

10. (Currently amended) The system according to ~~Claim~~ claim 9, wherein the video signal is a television program, and the rating code and the alt-segment code are extracted from line 21 of the vertical blanking internal.

11. (Currently amended) The system according to ~~Claim~~ claim 8, wherein the data capture module forms part of a teletext system.

12. (Original) A television receiver comprising:

means for receiving a television signal including a rating code representing a program classification for a segment of the television signal and an alt-segment code inserted in a vertical blanking interval;

means for extracting the rating code and the alt-segment code;

means for comparing the rating code with a predetermined program code; and

means for determining whether an alternative segment is available based upon the alt-segment code; and

means for substituting the alternative segment for the segment of the television signal in dependence on a result of the comparison and a result of the determination.

13. (Currently amended) The receiver according to ~~Claim~~ claim 12, wherein the alt-segment code also identifies a source of the alternative segment.

14. (Currently amended) The receiver according to ~~Claim~~ claim 12, wherein the rating code and the alt-segment code are received periodically and vary according to content contained within various segments of the television signal.

15. (Currently amended) The receiver according to ~~Claim~~ claim 12, further comprising means for entering and storing the predetermined program code.

16. (Currently amended) The receiver according to ~~Claim~~ claim 12, wherein said extracting means includes a data capture module and forms part of a closed captioning system.

17. (Currently amended) The receiver according to ~~Claim~~ claim 12, further comprising means for comparing a predetermined alternative segment rating code associated with the alternative segment to the predetermined program code, wherein ~~and~~ the substitution is performed in dependence on results from both comparisons.